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CONSUMER PURCHASES OF

# CITRUS AND OTHER JUICES

NOVEMBER 1960

CPFJ-111

U. S. DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE  
IN COOPERATION WITH  
THE FLORIDA CITRUS COMMISSION

## PREFACE

This report presents estimated total household consumer purchases of frozen concentrated juices, chilled orange juice, canned juices and fruit, and canned fruit drinks. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

February 1961

Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

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CONSUMER PURCHASES OF CITRUS AND OTHER JUICES  
NOVEMBER 1960

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Agricultural Marketing Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 day) to permit comparisons between periods of equal length.

SUMMARY

Consumer purchases of frozen concentrated orange juice, chilled orange juice, canned orange juice, and canned orange drink in November 1960 were 18 to 45 percent greater than in the same month of 1959. Substantially heavier purchases were also reported for miscellaneous frozen concentrates, pineapple juice, miscellaneous canned juices, and pineapple-grapefruit drink. In contrast, purchases of canned grapefruit juice and canned grapefruit sections fell to new lows for the month. Prune juice and tomato juice were down 5 percent from November 1959.

The heavy increase in retail movement of frozen concentrated juices was associated with more families buying, together with a larger monthly purchase per buying family. Gains in total purchases of canned juices and canned fruit drinks were attributed to larger family purchases, with the proportion of families buying remaining about the same.

The indicated 1960-61 orange crop is smaller than the crop of the preceding season, while the grapefruit crop is about the same. Both fruits are late in maturing, and utilization for fresh use and for processing is well behind 1959-60.

FROZEN AND CHILLED JUICES

PROPORTION OF  
FAMILIES BUYING  
FROZEN ORANGE  
AT 3-YEAR HIGH

Household consumers purchased 5.5 million gallons of frozen concentrated orange juice in November 1960. This was an 18-percent gain over the same month of 1959, and a 10-percent gain over the November 1954-56 (pre-freeze) average. Except for November 1957, when processors' inventories were large and prices were below the pre-freeze average, purchases were the heaviest yet reported for the month. 1/

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<sup>1/</sup> Monthly data in this report are for 28-day periods to facilitate comparisons.

About 30 percent of the Nation's families bought concentrate in November compared with 27 percent a year earlier. The proportion of families buying beginning with September has been at the highest levels since 1957. The record proportion of buying families was registered in July 1955, when about 32 percent of families bought. The average buying-family purchase of 7.6 cans in November was also near the peak for the month.

Retail prices of frozen orange concentrate, which have been rising for several months, averaged 19.1 cents per 6-ounce can in November. This was about half-way between the November 1959 price of 22.1 cents and the November pre-freeze average of 16.3 cents. (See page 10.)

Movement of oranges to the fresh market and to processors is far behind year-earlier levels. Production of frozen orange concentrate is low, and processors' inventories are substantially smaller than at the end of November 1959.

MISCELLANEOUS  
CONCENTRATES  
UP SHARPLY

Retail purchases of miscellaneous frozen concentrates climbed 23 percent over the low November 1959 level to reach 621,000 gallons. Movement was 9 percent greater than in October, in contrast to the sharp October-November 1959 drop. An average 6-ounce can of miscellaneous concentrates cost consumers 18.7 cents, or 1.2 cents less than a year earlier.

CONTINUED STRONG  
DEMAND FOR CHILLED  
ORANGE JUICE

About 2.3 million gallons of chilled orange juice were bought for home consumption in November. This volume was, by a slight margin, the largest yet recorded for the product. November was the seventh month in succession in which purchases have been at peak levels.

Retail movement was 45 percent greater than a year earlier, reflecting a rise of 1.5 percentage points in the proportion of families buying. The buying-family purchase of 3.4 quarts for the month, however, was moderately smaller.

Prices paid for chilled orange juice continued to rise, with November prices up 1.5 cents from October. Nevertheless, the 39.7 cents paid per quart was 3 cents below year-earlier prices. (See page 11.)

#### CANNED SINGLE-STRENGTH JUICES

ORANGE JUICE  
GAINS

About 714,000 cases of canned orange juice were bought for household consumption during November. Purchases were 20 percent greater than in November 1959 when retail movement was almost the lowest reported in this 12-year series. About 6.5 percent of families bought, compared with 5.9 percent a year earlier. Buying-family purchases at 1.9 cans for the month were also larger.



Retail prices averaged 38.8 cents per 46-ounce can, the highest reported in 1960. Nevertheless, November prices were 5.1 cents below those of a year earlier. (See page 12.)

Production of canned orange juice through November was only about 40 percent as great as in the corresponding period of 1959-60. Canners' inventories were also substantially smaller.

NEW LOWS FOR  
GRAPEFRUIT  
JUICE

In contrast to the gains made by the orange juices, purchases of canned grapefruit juice dropped 7 percent from November 1959 to a new low of 550,000 cases for the month. The proportion of families buying was down 1 percentage point, to 4.7 percent, also a new low for the month. Purchases per buying family, however, at 2 cans, were moderately larger than a year earlier.

Retail prices averaged 30.5 cents per 46-ounce can, 1.3 cents less than in November 1959. Except for the 30.1 cents paid in October, this was the lowest price since mid-1959. (See page 13.)

The indicated grapefruit crop for 1960-61 is about the same as for 1959-60. Like oranges, grapefruit are late in maturing and production of canned grapefruit juice through November is substantially below levels of preceding years. Canners' inventories are also considerably smaller than a year earlier.

PINEAPPLE JUICE  
HOLDS AT  
TWO-YEAR HIGH

November purchases of pineapple juice held at the October level of 1.2 million cases. This was the second month in succession in which purchases were up a fourth from a year earlier to the highest levels since mid-1958. Buying-family purchases, which averaged 2.2 cans for the month, were the heaviest in recent years. The proportion of families buying (9.3 percent) was slightly greater than a year earlier.

At 27.7 cents per 46-ounce can, retail prices were down 3.3 cents from a year earlier. Pineapple juice was the least expensive of the reported juices or canned fruit drinks. (See page 14.)

PRUNE JUICE  
DOWN  
5 PERCENT

Retail purchases of prune juice at 533,000 cases were moderately smaller than in November 1959. About 6 percent of families bought, a somewhat smaller proportion than a year earlier. Buying-family purchases held at 2.3 quarts for the month. Retail prices were down slightly to 43.2 cents per quart. (See page 15.)

The 1960 California prune crop was slightly smaller than a year earlier and was considerably smaller than average.



TOMATO JUICE  
ALSO OFF  
5 PERCENT

46-ounce can, 1.5 cents more than in November 1959. Tomato juice was one of the few products that advanced in price over a year earlier. (See page 16.)

MISCELLANEOUS  
JUICES  
UP

About 1.4 million cases of miscellaneous single-strength juices were bought for home use in November 1960. This was 15 percent more than a year earlier, when purchases were the lowest reported in this 3-year series. The gain in volume reflected more families buying, together with a larger purchase per buying family. These juices cost consumers an average of 37.1 cents per 46-ounce can, or a little less than a year earlier. (See page 20.)

CANNED JUICES  
UP 6 PERCENT  
IN TOTAL

Altogether consumers bought a total of 6.1 million cases of canned juices in November, 6 percent more than in the same month of 1959. An increase in consumption to 2.7 cans (46-ounce) per buying family accounted for the gain. The proportion of families buying held at 40.7 percent. (See page 21.)

#### CANNED SINGLE-STRENGTH FRUIT DRINKS

CONTINUED STRONG  
DEMAND FOR  
ORANGE DRINK

Heavy buying of canned orange drink carried over from October into November. Purchases totaled 444,000 cases, or 27 percent more than a year earlier. The increase in movement was associated with a larger purchase per family, along with some gain in the proportion of families buying. Retail prices were up 0.7 cent to average 31.3 cents per 46-ounce can. (See page 17.)

PINEAPPLE-  
GRAPEFRUIT  
DRINK UP  
14 PERCENT

Purchases of pineapple-grapefruit drink at 814,000 cases were 14 percent greater than the relatively low November 1959 volume. Purchases, however, were down sharply from October in contrast to the small October-November dip in 1959. Larger purchases coupled with a greater proportion of families buying accounted for the rise in retail movement. The average 46-ounce can of pineapple-grapefruit drink cost consumers 28.4 cents, 3.5 cents less than in November 1959, when prices were the highest reported in this 4-year series. (See page 18.)

MISCELLANEOUS  
FRUIT DRINKS  
STEADY

Household purchases of miscellaneous fruit drinks totaled 1.2 million cases in November, almost the same as in the corresponding month of 1959. Consumption increased over a year earlier to 2.4 cans per buying

family, but the gain in that component of purchases was offset by a decline in the proportion of families buying. Retail prices of these products averaged 34.5 cents per 46-ounce can, a decline of 1.6 cents from the high prices of a year earlier. (See page 20.)

FRUIT DRINKS  
UP 10 PERCENT  
IN TOTAL

November purchases of canned fruit drinks aggregated 2.4 million cases, a 10-percent gain in comparison with a year earlier. The increase was associated with a larger purchase per buying family. The 16 percent of families buying was almost unchanged (See page 21.)

CANNED FRUIT

NEW LOW FOR  
GRAPEFRUIT  
SECTIONS

Only 212,000 cases of canned grapefruit sections were bought for home consumption in November. This was 11 percent less than a year earlier, and was the lowest November volume reported in this 5-year record. Relatively few families buying accounted for the decline.

Prices rose 1.2 cents over a year earlier to a new peak of 21.7 cents per No. 303 can. (See page 19.)

Production of canned grapefruit sections through November was substantially below the corresponding portion of the 1959-60 season. Cannery inventories were only about half as great as at the end of November 1959.

Table 1. SUMMARY: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid for selected citrus juices and other products, November 1960 and 1959 1/

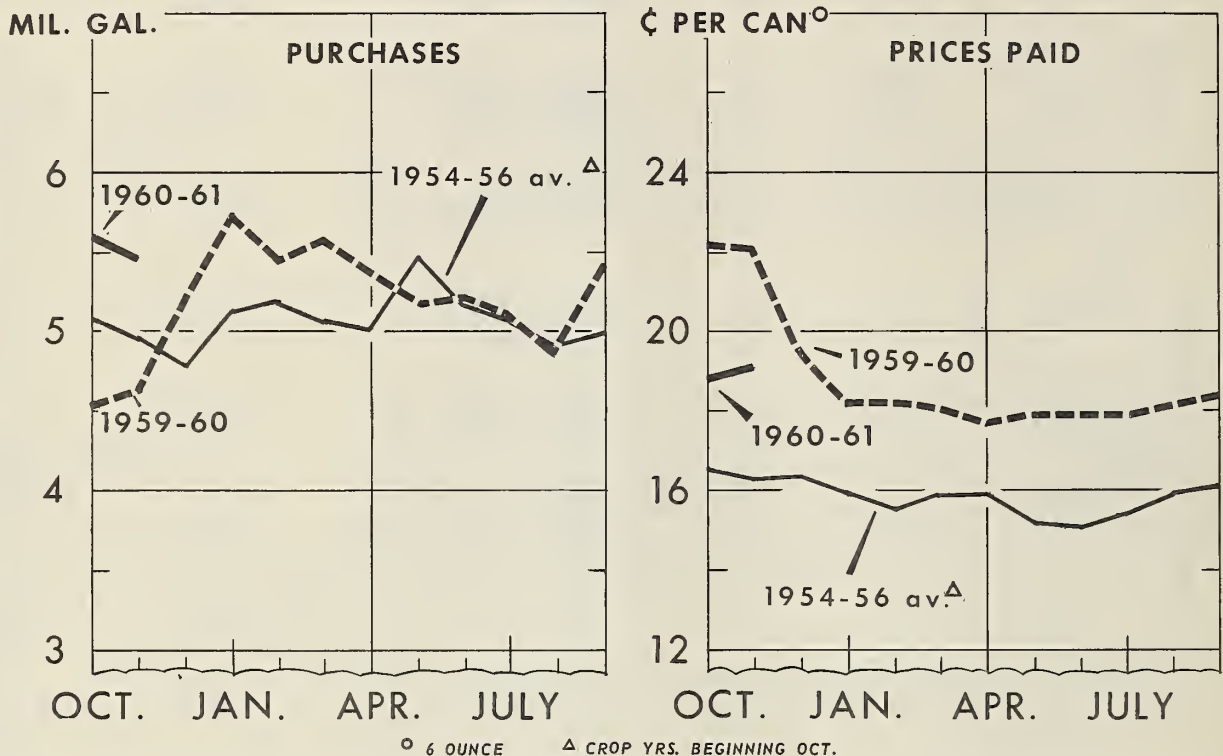
Commodity	Total purchases		Proportion of families buying		Purchases per buying family				Average price paid per actual unit	
	Nov. : 1959		Nov. : 1960		Number	Average size of purchase		Quantity per month	Unit	Nov. : 1960 : 1959
	Nov. : 1959	Nov. : 1960	Nov. : 1959	Nov. : 1960		Nov. : 1959	Nov. : 1960			
FROZEN CONCENTRATED JUICES:	1,000	1,000	Percent	Percent	Number	Ounces	Ounces	Ounces	Cents	Cents
Orange	5,458	4,634	18	30.1	26.7	2.1	2.1	46	43	22.1
Miscellaneous	621	506	23							19.9
Total	6,079	5,140	18							
CHILLED ORANGE JUICE	2,282	1,573	45	4.9	3.4	2.7	3.1	110	116	39.7
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000	cases 2/	cases 2/						
Orange	714	594	20	6.5	5.9	1.7	1.7	88	86	43.9
Grapefruit	550	592	-7	4.7	5.6	1.5	1.4	94	87	31.8
Pineapple	1,208	977	24	9.3	9.1	1.4	1.4	103	89	31.0
Prune	533	559	-5	6.0	6.3	1.8	1.8	72	72	43.6
Tomato	1,742	1,839	-5	15.1	16.1	1.5	1.5	89	97	26.4
Miscellaneous	1,361	1,188	15	17.1	15.8	1.7	1.6	66	61	37.4
Total	6,108	5,749	6	40.7	40.7	2.4	2.3	125	120	
CANNED SINGLE-STRENGTH FRUIT DRINKS:										
Orange	444	350	27	3.1	2.9	1.5	1.5	110	104	30.6
Pineapple-grapefruit	814	711	14	6.5	6.2	1.4	1.4	105	93	31.9
Miscellaneous fruit	1,157	1,144	1	8.9	9.3	1.8	1.7	109	102	36.1
Total	2,415	2,205	10	16.0	15.9	1.8	1.8	120	114	
CANNED GRAPEFRUIT SECTIONS	212	238	-11	3.7	4.3	1.4	1.3	51	49	20.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case.  
3/ Equivalent No. 303 can. Omission of entry indicates data are not available.



# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645-61(1) AGRICULTURAL MARKETING SERVICE

Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

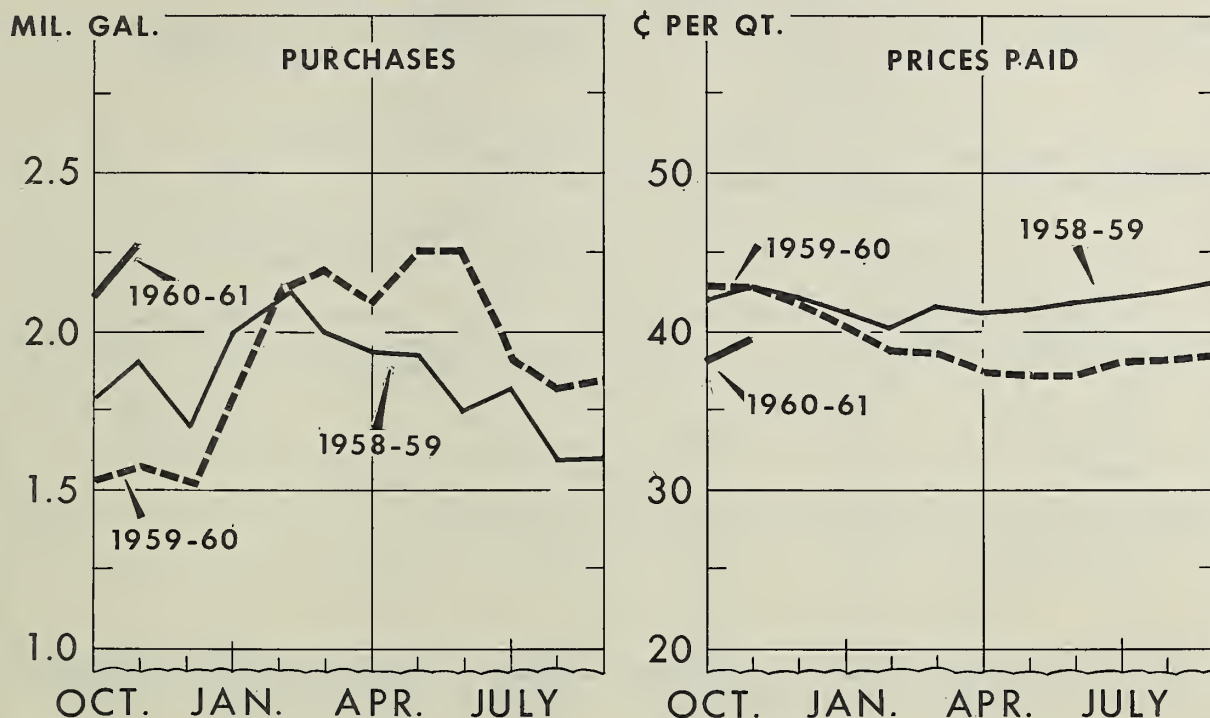
Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 6-ounce can		
	1960-1961	1959-1960	Average 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average 1954-56
	gals.	gals.	gals.	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,616	4,560	5,064	29.1	26.9	24.4	46	41	38	18.8	22.2	16.6
Nov.	5,458	4,634	4,955	30.1	26.7	24.1	46	43	37	19.1	22.1	16.3
Dec.		5,138	4,751		27.9	22.4		45	37		19.4	16.4
Oct.-Dec.			15,902									
Jan.		5,730	5,122		30.3	25.8		45	41		18.2	15.9
Feb.		5,444	5,179		28.1	26.2		48	42		18.2	15.5
Mar.		5,579	5,043		27.8	26.1		50	42		18.1	15.8
Oct.-Mar.			32,579									
Apr.		5,385	5,006		28.3	25.8		45	43		17.8	15.8
May		5,213	5,441		27.7	24.8		46	41		18.0	15.2
Jun.		5,232	5,147		28.3	25.9		44	40		17.9	15.1
Oct.-Jun.			49,479									
Jul.		5,081	5,061		27.2	24.5		45	40		17.9	15.4
Aug.		4,879	4,897		27.5	24.5		43	41		18.1	15.9
Sep.		5,433	4,987		29.3	26.9		44	42		18.3	16.1
Season			65,680									15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6646-61(1) AGRICULTURAL MARKETING SERVICE

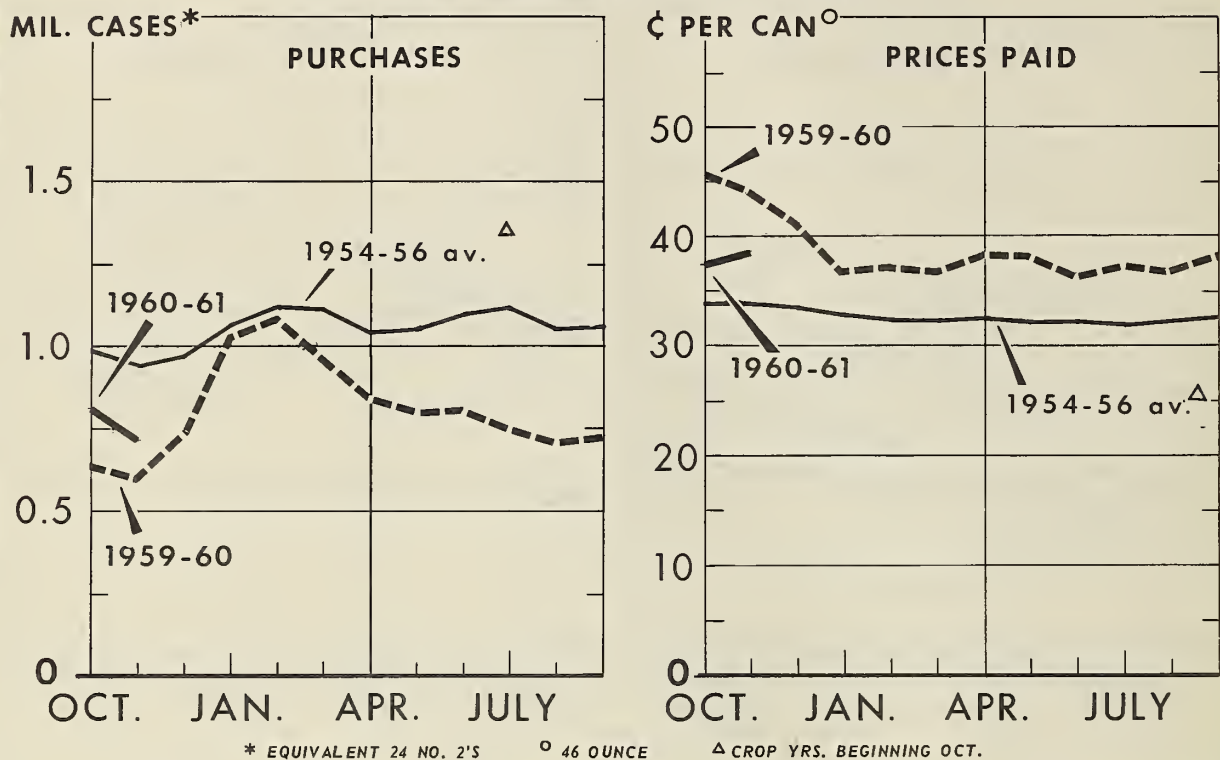
Table 3.--CHILLED ORANGE JUICE: Customer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1958 to date

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per quart		
	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959
	gals.	gals.	gals.	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,112	1,539	1,782	4.7	3.7	3.6	109	103	125	38.2	42.7	41.8
Nov.	2,282	1,573	1,911	4.9	3.4	3.5	110	116	137	39.7	42.6	42.5
Dec.		1,532	1,706		3.5	3.4		110	126		41.7	42.1
Oct.-Dec.			5,749									
Jan.		1,798	2,002		4.1	4.4		110	113		40.2	41.2
Feb.		2,153	2,124		5.1	4.8		103	112		38.8	40.2
Mar.		2,220	1,993		4.7	4.4		116	114		38.7	41.6
Oct.-Mar.			12,343									
Apr.		2,099	1,942		4.4	4.1		113	119		37.5	41.2
May		2,277	1,925		4.7	4.1		117	114		37.3	41.4
Jun.		2,271	1,748		5.0	3.9		108	111		37.3	41.9
Oct.-Jun.			18,385									
Jul.		1,911	1,815		4.4	4.0		107	112		38.0	42.1
Aug.		1,829	1,585		4.2	3.5		107	114		38.2	42.4
Sep.		1,846	1,602		4.2	3.4		109	117		38.4	43.1
Season			23,765									41.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6649-61(1) AGRICULTURAL MARKETING SERVICE

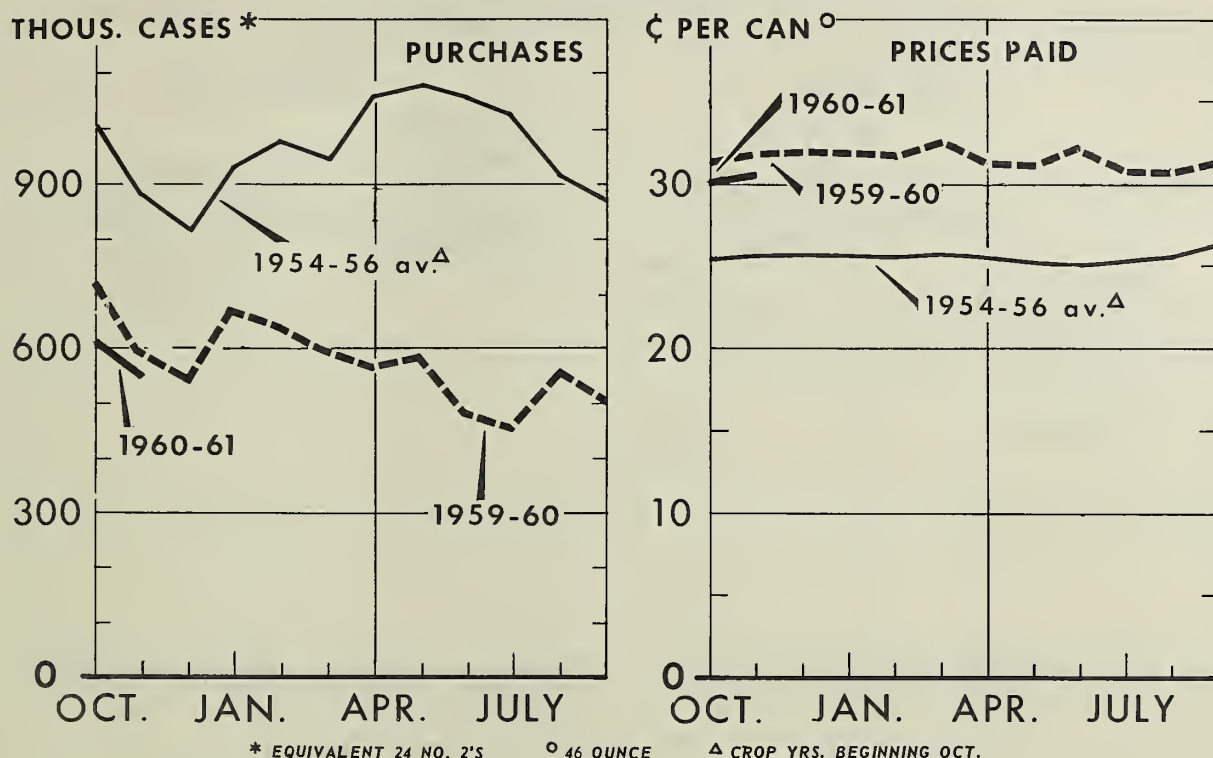
Table 4.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average: 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average: 1954-56
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	811	626	978	7.3	6.1	9.1	92	86	92	37.5	45.5	33.8
Nov.	714	594	944	6.5	5.9	8.4	88	86	82	38.8	43.9	33.8
Dec.		726	968		6.8	7.5		86	87		40.7	33.5
Oct.-Dec.			3,121									
Jan.		1,021	1,055		8.4	7.6		102	85		36.7	32.7
Feb.		1,066	1,118		9.9	8.0		89	83		37.0	32.3
Mar.		964	1,113		7.9	6.7		101	84		36.7	32.2
Oct.-Mar.			6,685									
Apr.		831	1,033		7.0	7.0		98	86		38.2	32.4
May		782	1,046		6.8	6.3		96	84		38.0	32.3
Jun.		801	1,087		6.8	6.2		95	80		36.8	32.2
Oct.-Jun.			10,120									
Jul.		733	1,110		6.4	6.3		94	81		37.2	32.0
Aug.		709	1,036		6.8	5.8		87	81		36.9	32.2
Sep.		716	1,044		6.7	6.1		89	82		38.0	32.5
Season			13,566									32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.  
Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6650-61(1) AGRICULTURAL MARKETING SERVICE

Table 5.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average 1954-56
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	611	729	1,015	5.2	6.1	6.6	97	102	92	30.1	31.2	25.6
Nov.	550	592	883	4.7	5.6	5.8	94	87	95	30.5	31.8	25.9
Dec.		538	824		5.2	5.1		88	86		31.9	25.9
Oct.-Dec.			2,927									
Jan.		671	938		6.1	5.8		91	84		31.9	25.9
Feb.		647	983		5.7	5.7		96	85		31.7	25.7
Mar.		589	950		5.5	6.5		85	90		32.7	25.9
Oct.-Mar.			6,037									
Apr.		563	1,069		5.3	7.3		85	101		31.5	25.7
May		583	1,083		5.0	7.5		100	98		31.3	25.4
Jun.		491	1,063		4.5	6.3		91	97		32.1	25.2
Oct.-Jun.			9,503									
Jul.		465	1,032		4.2	5.8		87	94		31.0	25.5
Aug.		566	922		4.7	5.7		100	93		30.9	25.9
Sep.		507	875		4.5	5.7		91	93		31.3	26.5
Season			12,557									25.7

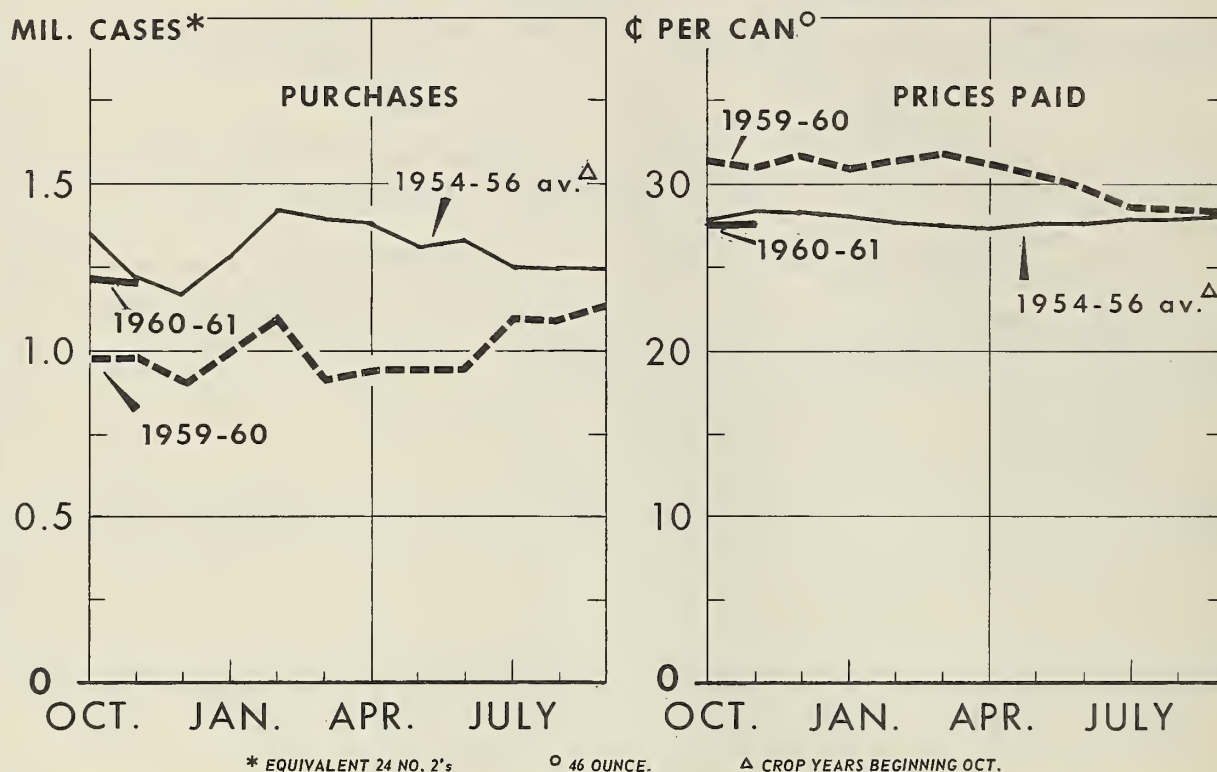
<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Equivalent cases 24 No. 2 cans...432 ounces per case.



# SINGLE-STRENGTH PINEAPPLE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 7548-61(1)

AGRICULTURAL MARKETING SERVICE

Table 6.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average: 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average: 1954-56
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,214	975	1,352	9.6	9.2	11.6	102	88	87	27.6	31.4	27.9
Nov.	1,208	977	1,220	9.3	9.1	10.4	103	89	88	27.7	31.0	28.4
Dec.		907	1,174		8.8	9.7		86	86		31.7	28.4
Oct.-Dec.			4,027									
Jan.		986	1,285		9.9	10.4		84	88		31.1	28.1
Feb.		1,099	1,424		10.5	10.0		87	85		31.5	27.7
Mar.		915	1,400		8.6	10.4		90	91		31.8	27.5
Oct.-Mar.			8,507									
Apr.		933	1,388		8.7	10.6		90	88		31.1	27.4
May		940	1,312		8.5	9.3		93	82		30.7	27.7
Jun.		950	1,335		8.7	9.4		91	86		30.2	27.7
Oct.-Jun.			12,878									
Jul.		1,107	1,253		9.1	8.7		101	80		28.7	28.0
Aug.		1,090	1,251		8.8	9.2		99	89		28.8	28.0
Sep.		1,113	1,248		9.6	9.4		96	86		28.3	28.1
Season			16,906									27.9

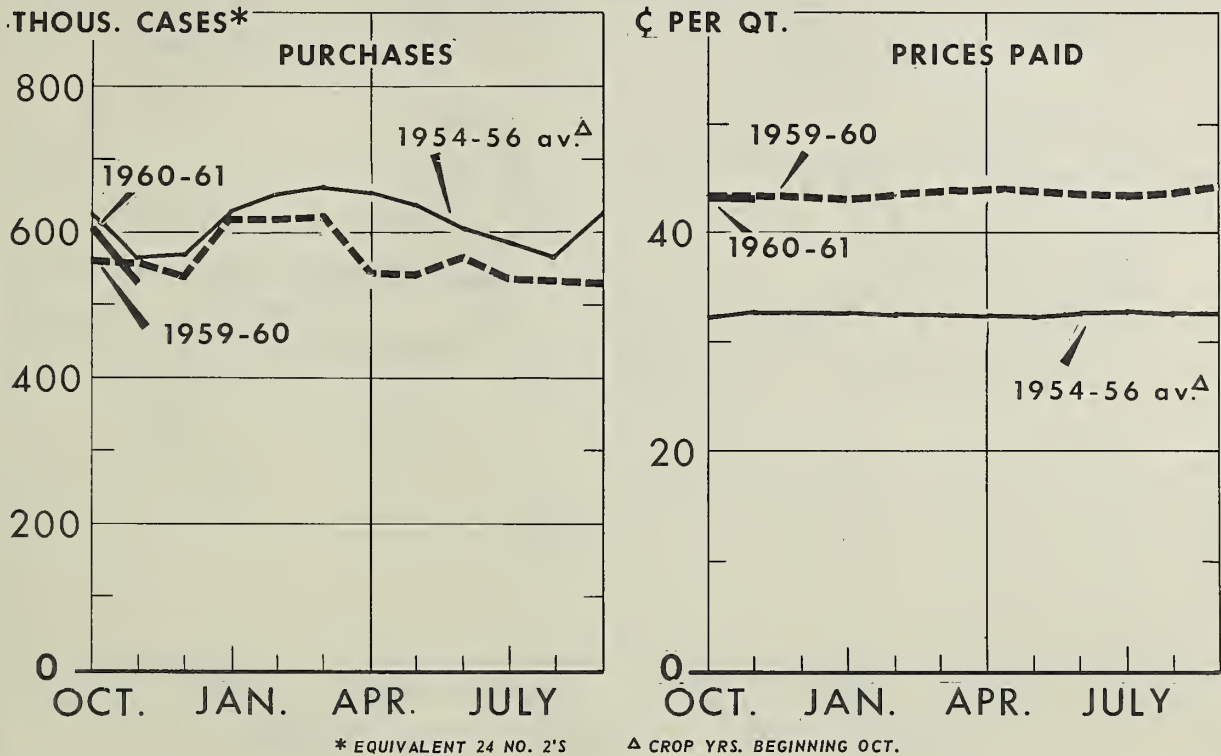
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Equivalent cases 24 No. 2 cans...432 ounces per case.



# PRUNE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6652-61(1) AGRICULTURAL MARKETING SERVICE.

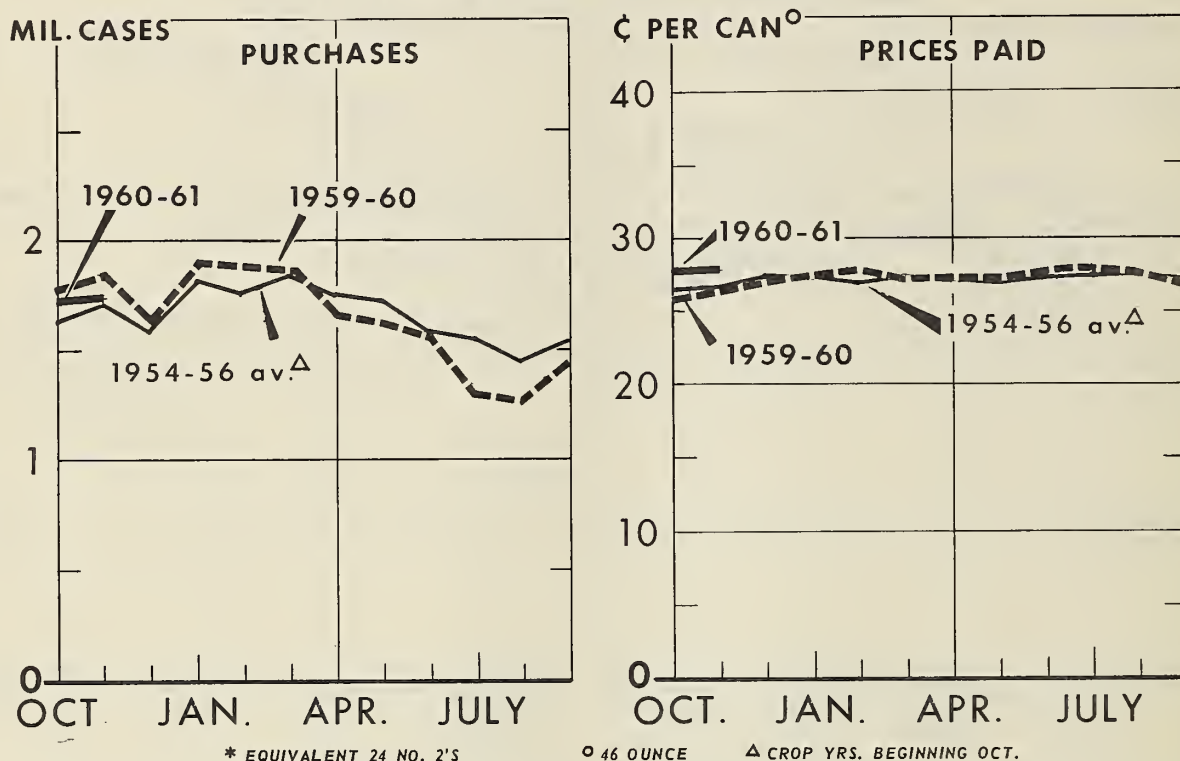
Table 7.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per quart		
	1960-1961	1959-1960	Average 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average 1954-56
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	606	562	615	6.8	6.4	7.1	72	73	72	43.3	43.4	32.3
Nov.	533	559	562	6.0	6.3	7.0	72	72	69	43.2	43.6	32.8
Dec.		536	569		6.2	6.7		72	71		43.3	32.7
Oct.-Dec.			1,872									
Jan.		622	629		7.0	7.1		72	69		43.2	32.7
Feb.		618	651		7.5	7.3		68	70		43.4	32.7
Mar.		624	660		7.3	6.9		71	72		43.7	32.6
Oct.-Mar.			3,972									
Apr.		545	653		6.5	6.9		68	68		43.9	32.4
May		544	636		5.8	6.3		77	71		43.9	32.4
Jun.		566	603		6.1	6.0		77	72		43.5	32.6
Oct.-Jun.			6,011									
Jul.		536	585		5.8	6.3		76	63		43.8	32.9
Aug.		536	566		6.1	6.1		74	69		43.8	32.7
Sep.		539	623		6.1	6.6		73	66		44.0	32.7
Season			7,923									32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.  
Equivalent cases 24 No. 2 cans...432 ounce per case.

# TOMATO JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6653-61(1) AGRICULTURAL MARKETING SERVICE

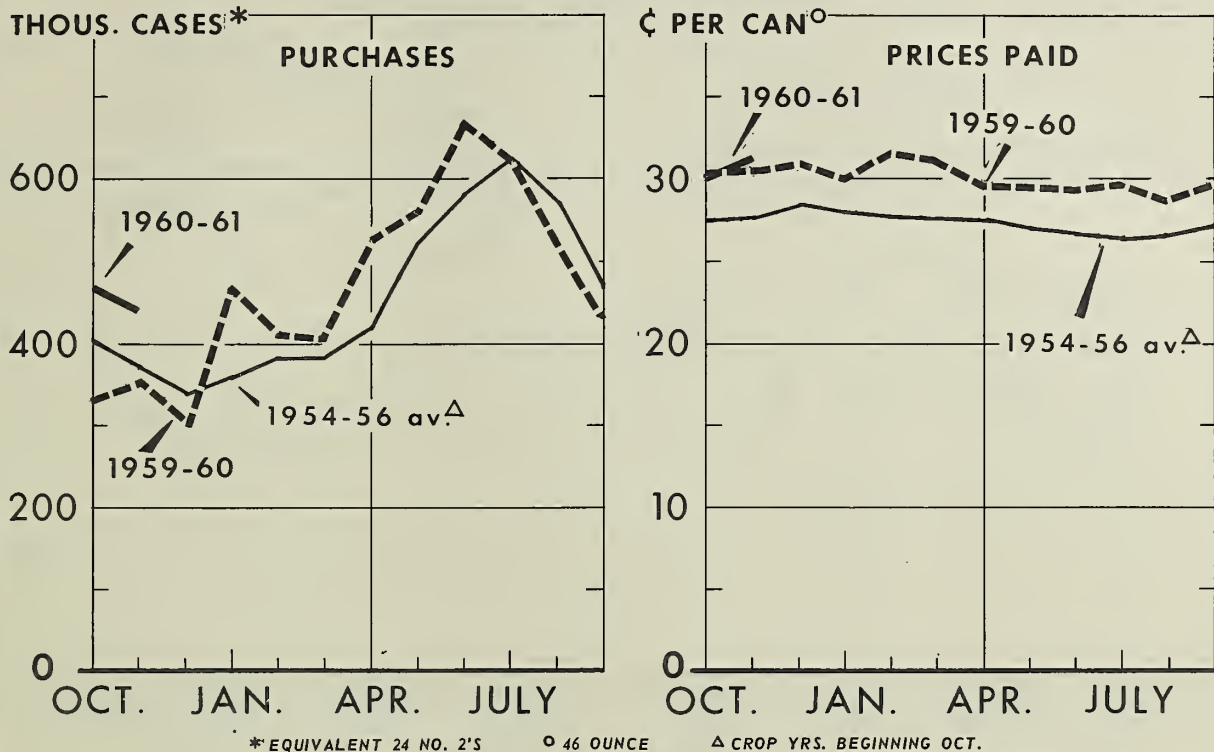
Table 8.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average: 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average: 1954-56
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,729	1,786	1,640	14.5	15.3	17.0	98	99	94	27.8	26.0	26.5
Nov.	1,742	1,839	1,720	15.1	16.1	16.3	89	97	95	27.9	26.4	26.9
Dec.		1,636	1,582		15.5	15.9		90	84		27.2	27.4
Oct.-Dec.			5,390									
Jan.		1,894	1,818		17.6	18.1		88	95		27.5	27.4
Feb.		1,875	1,773		17.8	17.6		89	89		27.9	27.0
Mar.		1,865	1,846		17.1	18.1		92	98		27.3	27.3
Oct.-Mar.			11,282									
Apr.		1,658	1,755		15.7	18.5		88	99		27.6	27.2
May		1,630	1,715		15.0	16.0		92	99		27.4	27.0
Jun.		1,581	1,593		14.8	16.9		92	98		27.8	27.4
Oct.-Jun.												
Jul.		1,280	1,553		12.3	15.0		85	95		28.4	27.5
Aug.		1,277	1,449		12.7	14.2		82	100		27.6	27.3
Sep.		1,407	1,536		13.3	13.9		88	99		27.1	27.2
Season			21,657									27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.  
Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH ORANGE DRINK

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6647-61(1) AGRICULTURAL MARKETING SERVICE

Table 9.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

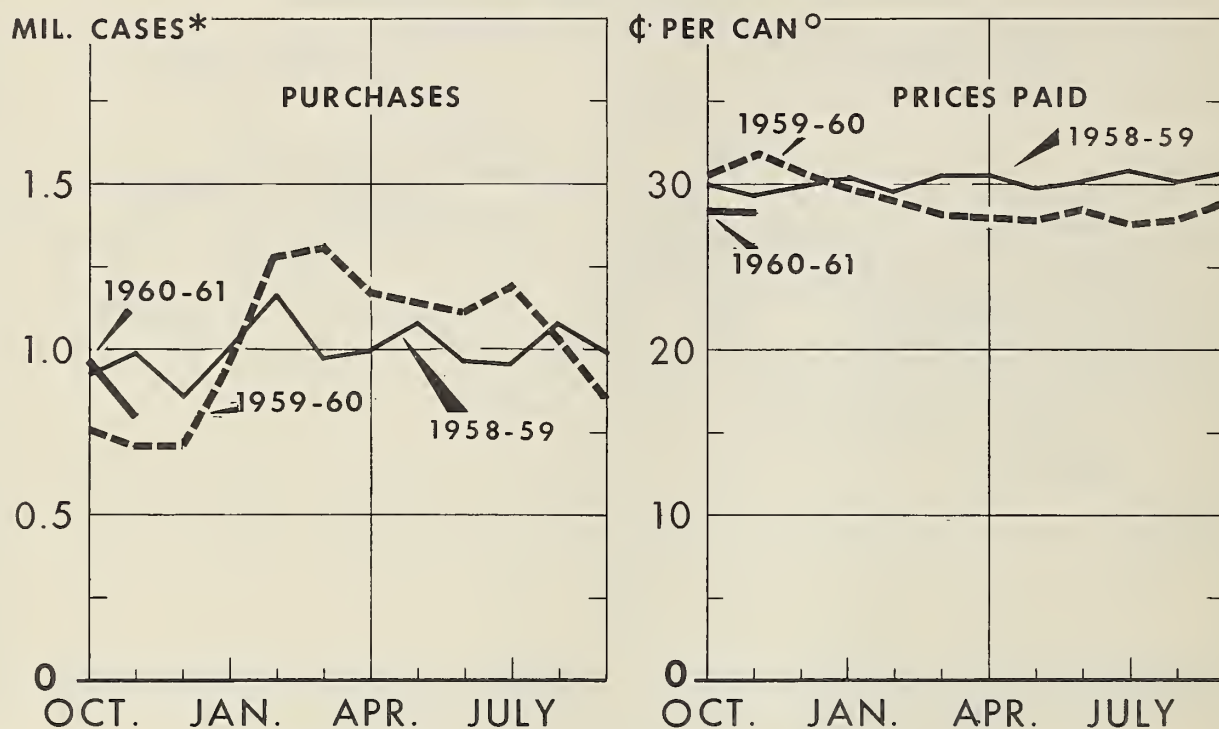
Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average 1954-56
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	469	331	403	3.3	2.3	3.1	117	117	117	30.0	30.2	27.5
Nov.	444	350	373	3.1	2.9	3.4	110	104	109	31.3	30.6	27.5
Dec.		301	340		2.4	2.8		107	121		30.9	28.2
Oct.-Dec.			1,190									
Jan.		466	359		3.4	3.5		109	111		30.0	28.0
Feb.		414	383		3.6	3.3		96	105		31.5	27.8
Mar.		404	385		3.3	3.7		106	102		31.2	27.7
Oct.-Mar.			2,422									
Apr.		524	420		3.7	4.0		115	111		29.8	27.5
May		563	524		3.8	3.6		124	108		29.9	27.0
Jun.		663	581		4.9	4.2		114	117		29.4	26.6
Oct.-Jun.			4,069									
Jul.		620	621		4.2	3.9		123	113		29.7	26.3
Aug.		528	572		3.9	4.0		114	106		28.8	26.6
Sep.		431	466		3.3	3.1		103	115		29.7	27.1
Season			5,875									27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.  
Equivalent cases 24 No. 2 cans...432 ounces per case.



# PINEAPPLE - GRAPEFRUIT DRINK

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 7549-61(1)

AGRICULTURAL MARKETING SERVICE

Table 10.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family and average prices paid, October 1958 to date

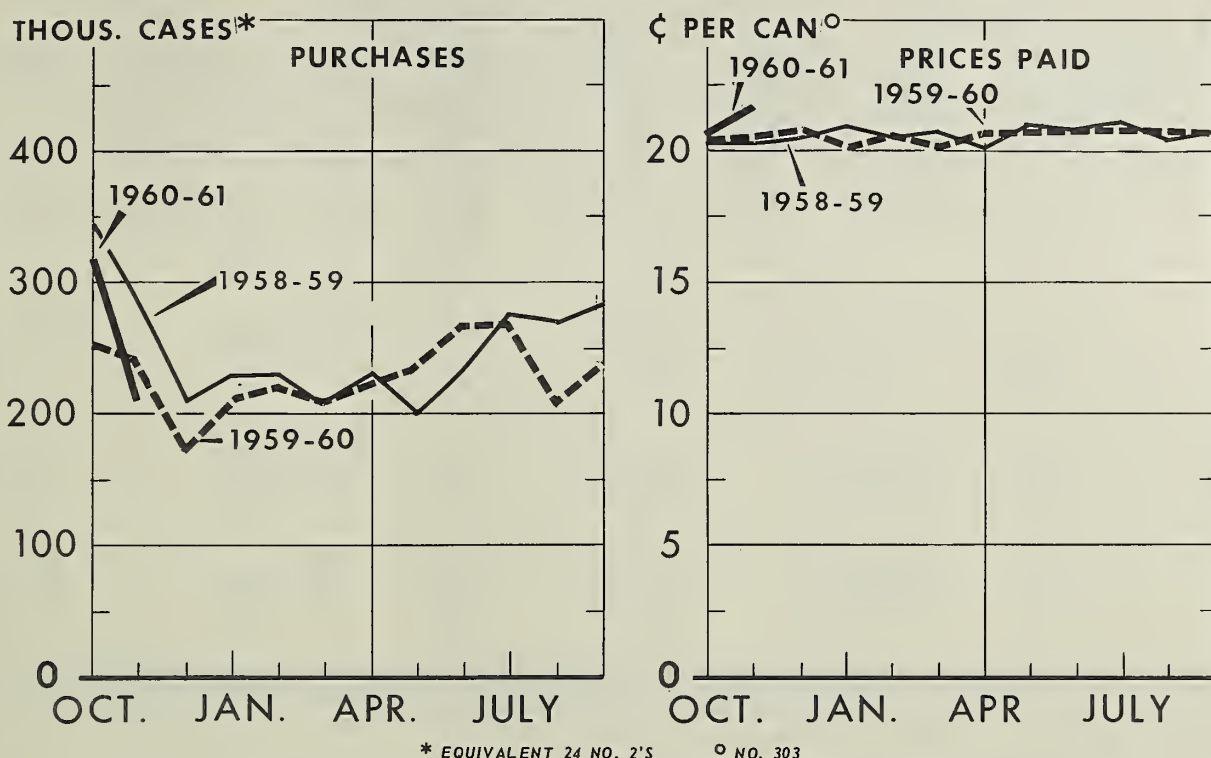
Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	964	763	935	6.9	6.6	8.5	118	97	94	28.5	30.7	30.0
Nov.	814	711	997	6.5	6.2	9.1	105	93	91	28.4	31.9	29.4
Dec.		713	862		6.0	7.5		100	96		30.8	30.0
Oct.-Dec.			2,978									
Jan.		970	1,026		8.3	8.9		97	96		29.9	30.3
Feb.		1,290	1,169		9.1	9.9		122	99		29.1	29.7
Mar.		1,322	973		9.4	8.6		118	94		28.3	30.5
Oct.-Mar.			6,433									
Apr.		1,176	1,000		8.4	8.5		115	96		28.1	30.5
May		1,158	1,079		8.4	9.4		115	100		27.9	29.9
Jun.		1,125	963		8.5	8.1		109	100		28.8	30.3
Oct.-Jun.			9,701									
Jul.		1,192	956		8.9	8.4		108	98		27.7	30.9
Aug.		1,045	1,071		8.1	8.4		107	108		28.0	30.3
Sep.		853	997		6.9	8.6		100	100		29.0	30.6
Season			12,970									30.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.  
Equivalent cases 24 No. 2 cans...432 ounces per case.



# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6654-61(1) AGRICULTURAL MARKETING SERVICE

Table 11.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1958 to date

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per No. 303 can		
	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	318	252	345	5.1	4.5	5.7	57	53	57	20.7	20.5	20.3
Nov.	212	238	289	3.7	4.3	5.5	51	49	49	21.7	20.5	20.4
Dec.		174	211		3.6	4.0		46	48		20.8	20.5
Oct.-Dec.			897									
Jan.		210	229		3.7	4.6		52	46		20.2	21.0
Feb.		222	230		3.9	4.1		53	51		20.6	20.4
Mar.		209	209		3.5	4.1		57	49		20.2	20.7
Oct.-Mar.			1,628									
Apr.		220	231		3.9	4.3		52	52		20.5	20.1
May		237	200		3.7	3.9		61	48		20.5	20.9
Jun.		269	233		4.5	3.9		54	58		20.7	20.7
Oct.-Jun.			2,152									
Jul.		269	276		4.3	4.4		59	59		20.7	21.1
Aug.		208	271		3.5	4.2		54	61		20.8	20.4
Sep.		239	283		4.0	4.7		55	57		20.6	20.6
Season			3,066									20.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.  
Equivalent cases 24 No. 2 cans...480 ounces per case.

Table 12.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period <u>2/</u>	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,363	1,289	16.8	15.7	67	70	36.5	37.8
Nov.	1,361	1,188	17.1	15.8	66	61	37.1	37.4
Dec.		1,207		15.8		63		37.6
Jan.		1,397		17.3		69		37.1
Feb.		1,456		18.3		65		37.3
Mar.		1,460		17.5		71		37.1
Apr.		1,414		17.5		68		37.4
May		1,453		17.6		67		37.3
Jun.		1,475		18.2		68		36.2
Jul.		1,367		17.8		63		36.5
Aug.		1,230		15.8		65		37.3
Sep.		1,305		16.3		66		37.3

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons.  
Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period <u>2/</u>	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,332	1,199	9.9	10.0	113	101	34.2	36.0
Nov.	1,157	1,144	8.9	9.3	109	102	34.5	36.1
Dec.		1,101		8.3		110		35.3
Jan.		1,215		10.0		100		35.8
Feb.		1,323		10.5		106		35.5
Mar.		1,294		10.6		104		35.4
Apr.		1,406		10.6		111		35.0
May		1,676		12.6		113		34.0
Jun.		1,902		14.1		111		34.0
Jul.		1,581		11.6		110		33.8
Aug.		1,480		11.0		112		34.1
Sep.		1,362		10.6		102		34.4

1/ All drinks other than orange and pineapple-grapefruit. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons.  
Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 14.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1959 to date

Period <sup>1/</sup>	Juices						Fruit drinks					
	Total purchases		Proportion of families buying		Purchase per buying family		Total purchases		Proportion of families buying		Purchase per buying family	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces
Oct.	6,334	5,967	40.6	40.4	127	125	2,765	2,293	17.0	16.5	132	116
Nov.	6,108	5,749	40.7	40.7	125	120	2,415	2,205	16.0	15.9	120	114
Dec.		5,550		40.4		114		2,115		14.7		122
Jan.		6,591		44.7		121		2,651		18.6		122
Feb.		6,761		47.6		120		3,027		19.6		126
Mar.		6,417		43.9		124		3,020		20.1		128
Apr.		5,944		41.9		118		3,106		19.2		133
May		5,932		41.0		120		3,397		21.0		134
Jun.		5,864		41.2		121		3,690		22.6		133
Jul.		5,488		39.0		118		3,393		20.4		136
Aug.		5,408		38.1		115		3,053		18.9		133
Sep.		5,587		39.2		117		2,646		17.9		120

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons.  
Equivalent cases 24 No. 2 cans...432 ounces per can.

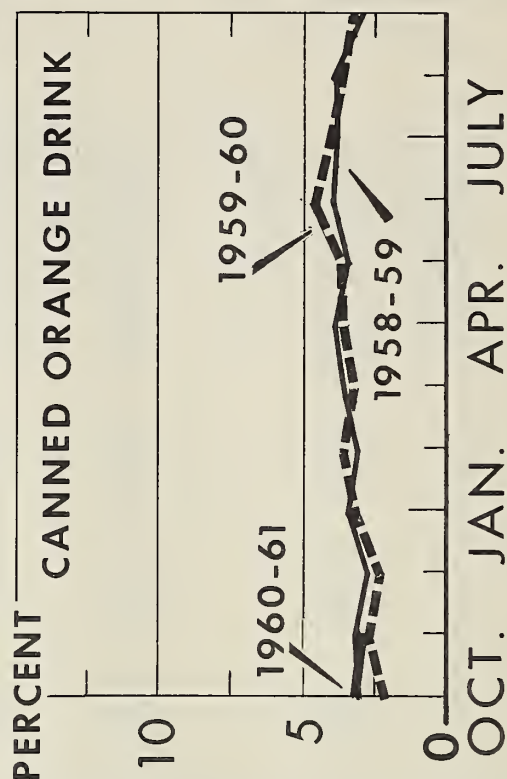
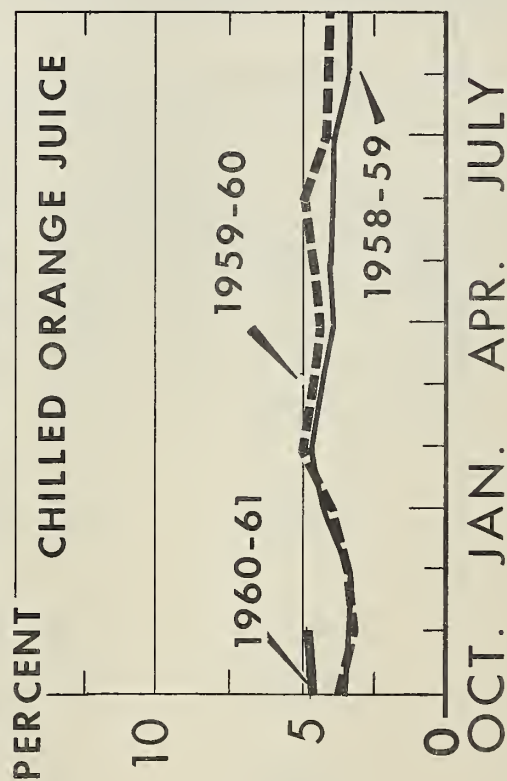
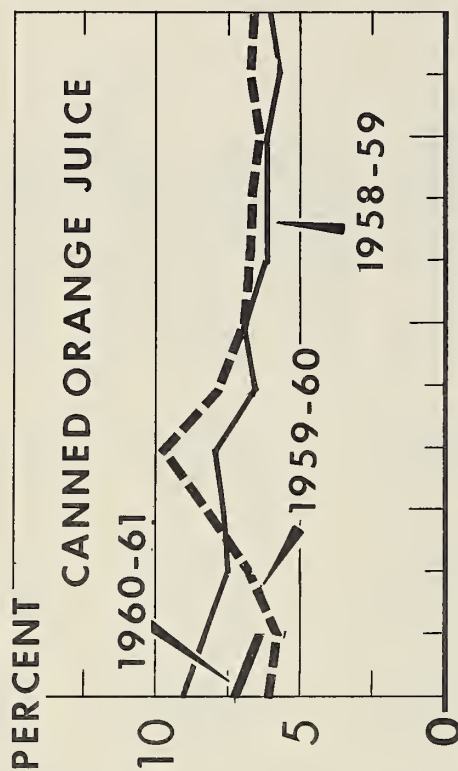
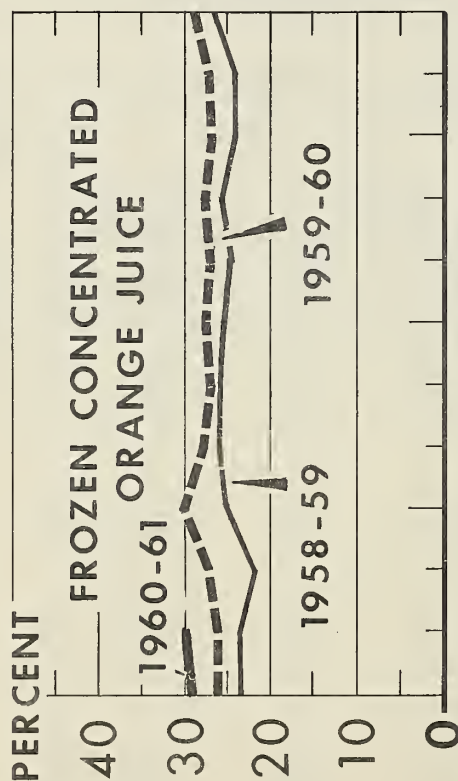
Table 15.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1959 to date

Period <sup>1/</sup>	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice <sup>2/</sup>		Canned single-strength juice		Canned sections	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	3,774	2,996	474	375	365	274	453	537	221	182
Nov.	3,668	3,045	417	356	395	280	408	436	148	172
Dec.		3,376		435		273		397		126
Jan.		3,988		592		309		503		145
Feb.		3,789		618		370		485		153
Mar.		3,883		559		382		442		144
Apr.		3,619		485		363		417		153
May		3,503		457		394		432		165
Jun.		3,516		468		393		364		187
Jul.		3,414		428		331		345		187
Aug.		3,279		414		316		419		145
Sep.		3,651		418		319		376		166

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. <sup>2/</sup> Based on yield of canned single-strength orange juice.

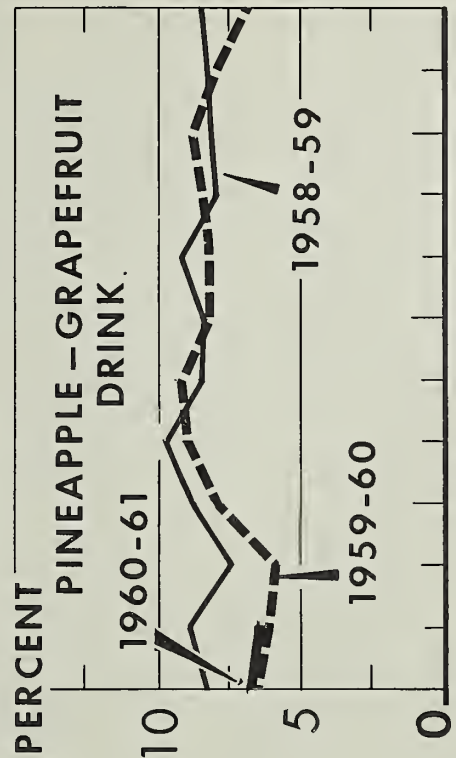
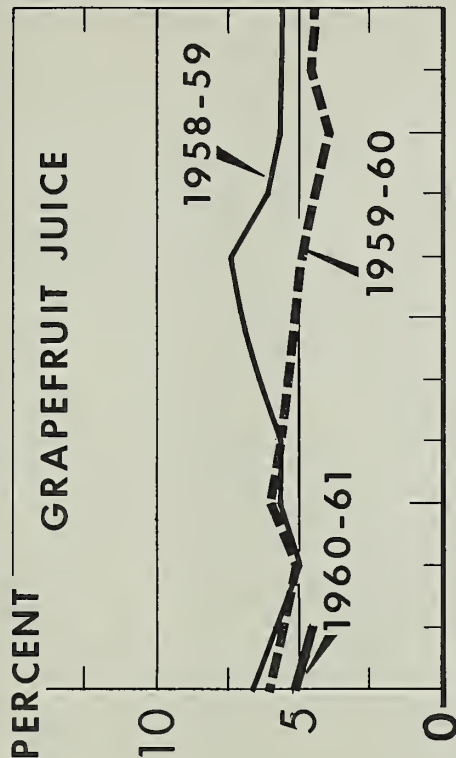
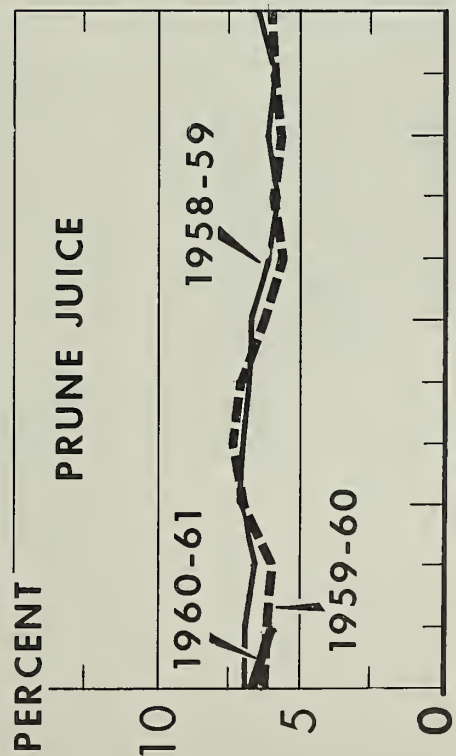
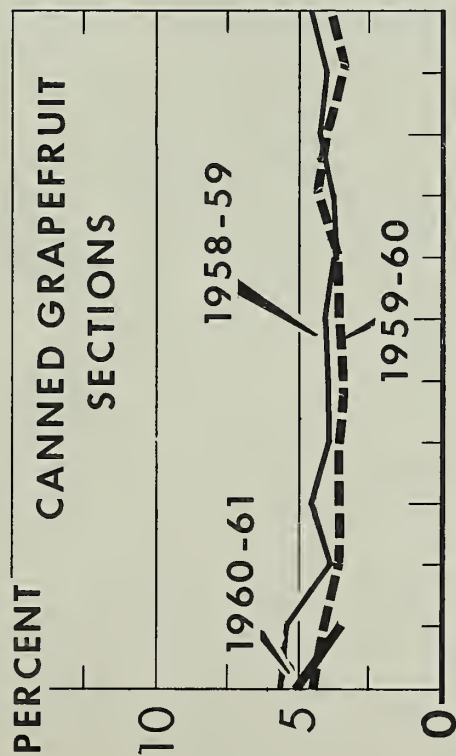


# PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS





# PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS



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